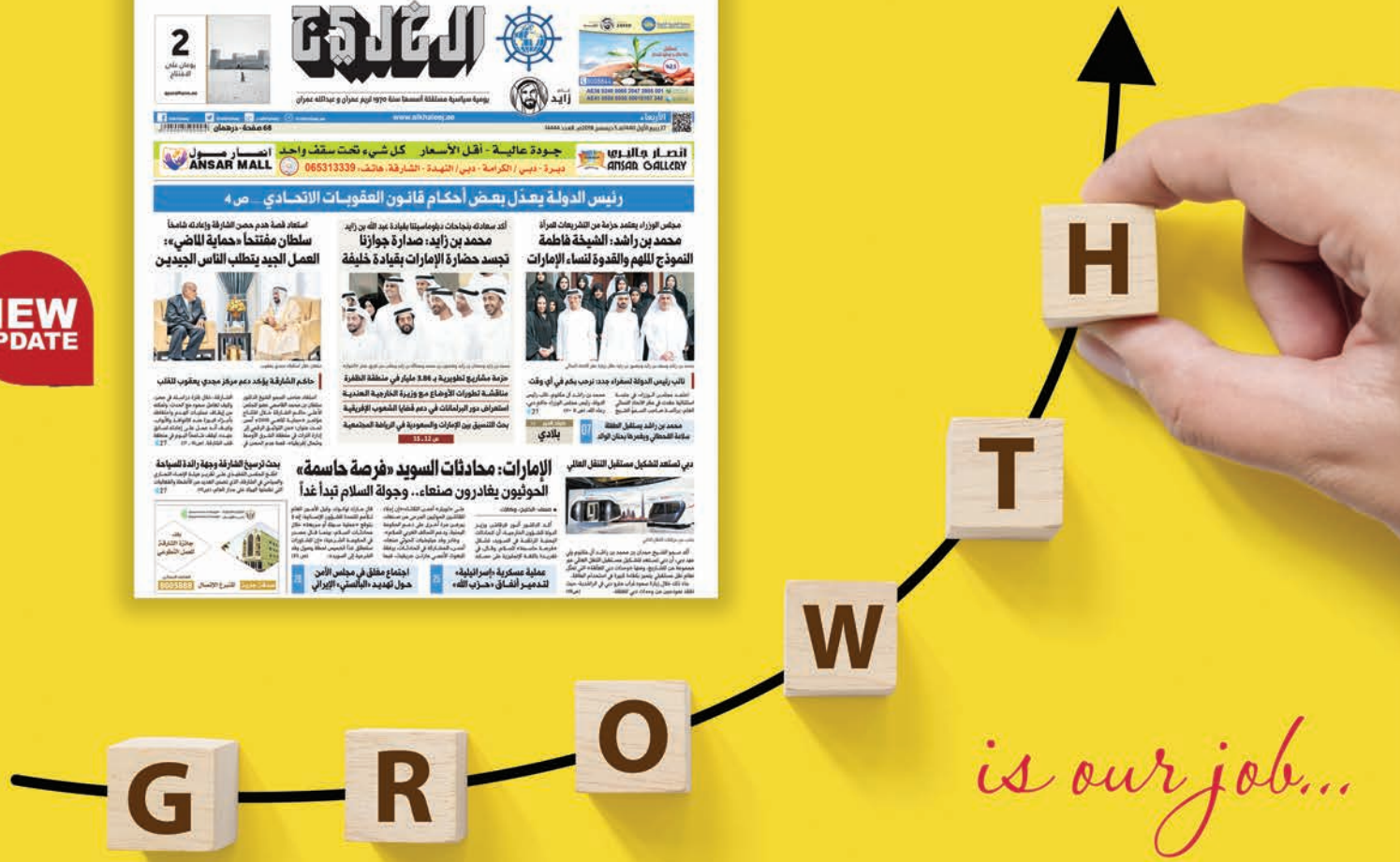




## MEDIA KIT



**NEW UPDATE**



*is our job...*

## Leadership & Readership

### الاقتصاد Business Section

In a country where economic activity is of crucial importance, the Business section of Al Khaleej has contributed significantly to the development of the national economy. Initially the section merely covered news of economic authorities, departments and chambers of commerce across the UAE on a few dedicated pages. Now it is an integrated supplement of multiple chapters & diverse services.

The section is edited by tens of sub-editors, financial analysts and specialists. The 36-page daily supplement of Al Khaleej Business incorporates many dedicated daily pages concerned with local, Arab and international financial and stock markets.

Al Khaleej Business tracks the daily events and news of the stock movements in the local, GCC and international financial markets. Specialists contribute these reports. These provide services related to the daily prices of local stocks and the most significant GCC, Arab & international indices.

In addition, Al Khaleej Business provides exchange rates of currencies and the prices of gold, silver and other metals in the local market, not to mention the oil prices and the rates of currencies and metals in the international markets.

Al Khaleej Business also handles news on national and foreign companies operating within the crucible of the national economy. It provides a platform for people who lead these companies to appear on its pages to present their vision and ideas by means of regular interviews dealing with all the updates of companies and their responses to what is happening in the markets.

### الخالديت Al Khaleej

Al Khaleej claims four decades of glorious history. Launched on Monday, October 19, 1970, it has achieved phenomenal growth, from a tiny eight-page product to a 120-plus page newspaper with a sweeping coverage of national and international news every day.

The newspaper was a mission for its dynamic and proven leaders, the late Taryam Omran Taryam and his brother Dr Abdullah Omran Taryam, who felt the need to fill the gap in the print media in a region that was lacking after years of British occupation.

For the leaders, the mission was crystal clear: to defend all Arab and Emirati issues and to support the rights of people everywhere. They advocated strong positions to fulfill the mission.

The paper has progressed with the country. Growing into a market leader in the region, the Al Khaleej now has set up offices in a number of Arab cities, including Cairo, Beirut, Muscat, Amman, Khartoum, Damascus, Sana'a, Rabat, Kuwait, Doha, Manama, and in the Palestinian state.

A network of correspondents report for the newspaper from several continents, in cities as far away as Washington, Moscow, London and Paris. News of every kind is covered: political, economic, sport, entertainment.

The 120 pages of the newspaper is divided into four parts, Al Khaleej 1, Al Khaleej 2, Al Khaleej Business and Al Khaleej Sports.

### الرياضة Sports Section

Sports reflect the youth of the newspaper. A mega team of 25 reporters specialised in various sports works to make this section vibrant. The team is located at the newspaper's headquarters in Sharjah, besides the offices in various emirates and also in other Arab countries.

Specialists, analysts and authors work to enrich the section through reports, special coverage and weekly articles.

During seasons, the section issues a daily appendix of 16-20 pages, making the coverage sweeping.

The newspaper's message remains intact, and the reader's mind and the objectivity of topics are respected. Priority is given to national issues and topics that appeal to the public, and they are supported in their bid to achieve their goals.

The sport appendix addresses all classes of society and covers all sports and athletics, especially the traditional ones. Among them are equestrian and camel racing, in addition to other games.

### الثقافة The Cultural Supplement

The journey of the "Cultural Supplement" in "Al Khaleej" started in the early eighties of the last century. During this long period, it has witnessed a series of changes to cope with change itself. The supplement thrived throughout its various phases and has launched a number of names, currently devoted to the Emirati cultural scene. It has attracted a number of distinguished writers from Arab countries. The supplement follows up various cultural events locally and regionally.

### الصحة والطب Al Siha Wateb Magazine

Al Siha Wateb Magazine is more of a magazine than a supplement. It consists of 84 pages, which highlights healthy and useful food and ways to prevent diseases. It simplifies the understanding of latest techniques and methods of treatment in the world of medical science.

### استراحة Istrahet Al Isbou'a

This section follows the affairs of the Emirati and Arab family through cases, which focus on discussing the most important and current social issues. This is done with the help for specialists, who provide files and investigations that reach to the bottom of these issues via "sawalif" page.

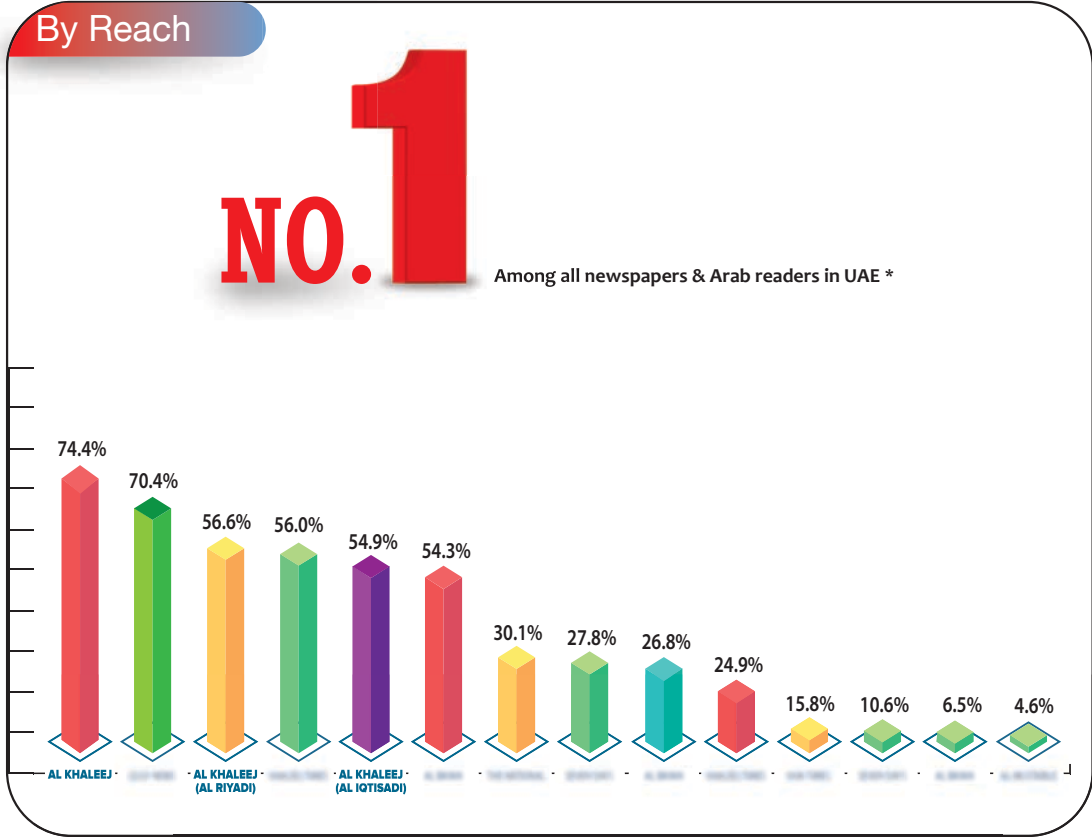
The appendix includes sections such as "Woman and the Society," "Places," "Flying Carpet," "Books and Authors," "That's my Story," "Judiciary Papers," "Strange Things," and "Sciences."

Pages on "religion for life" come within the appendix, which present prominent Muslim sheikhs to explain various religious topics and put them in the national perspective.

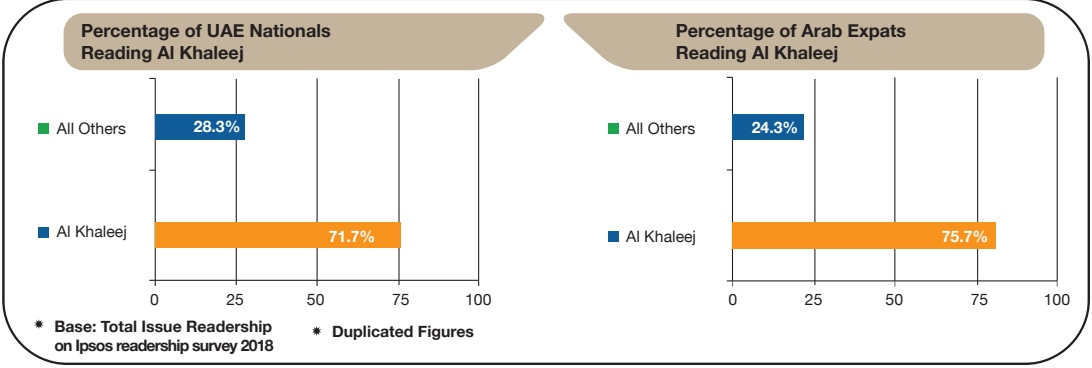
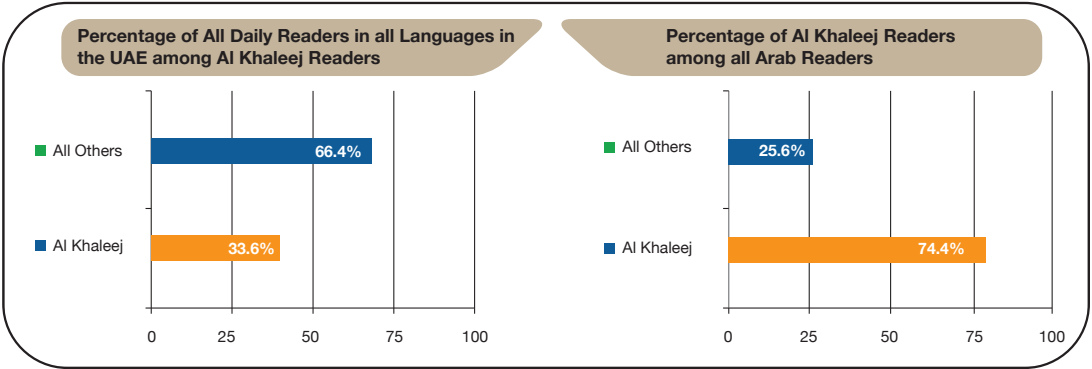




## Penetration

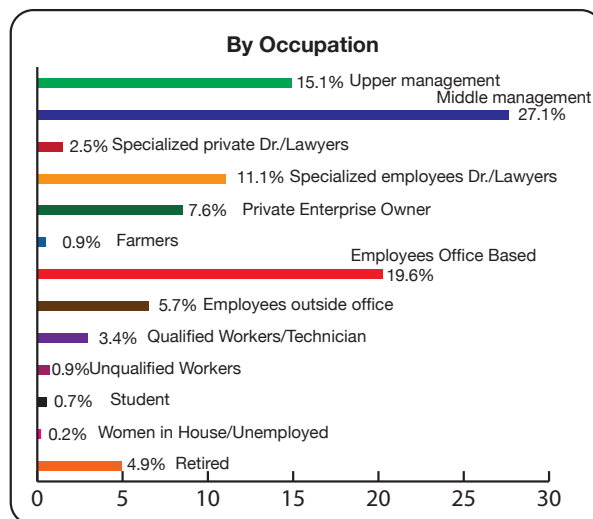
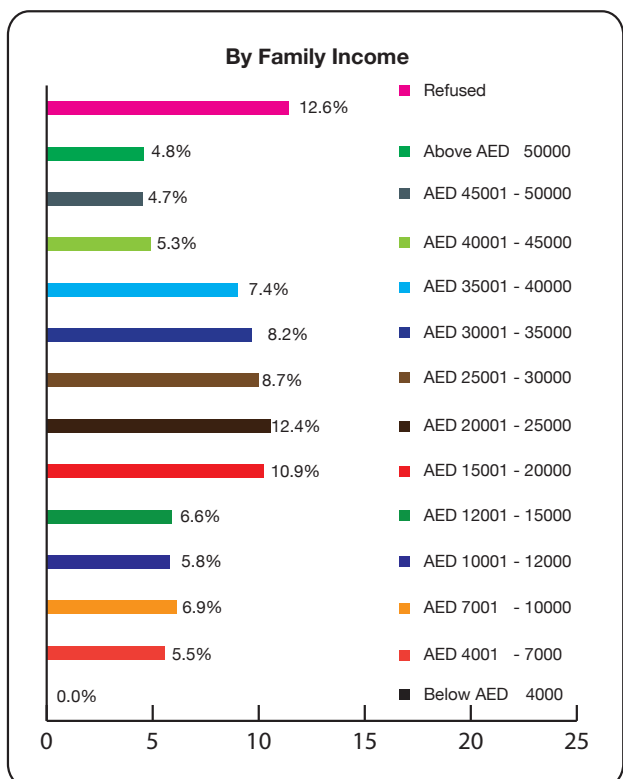
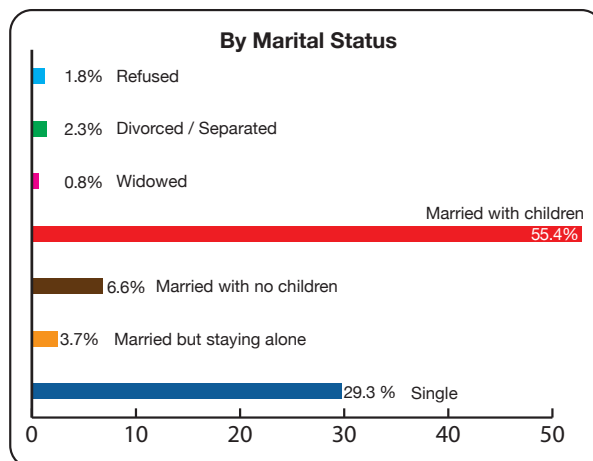
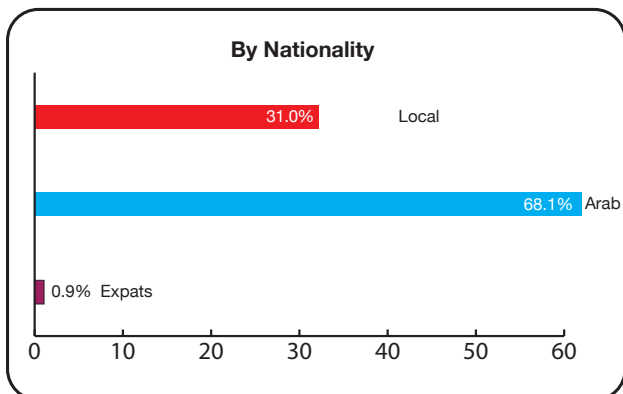
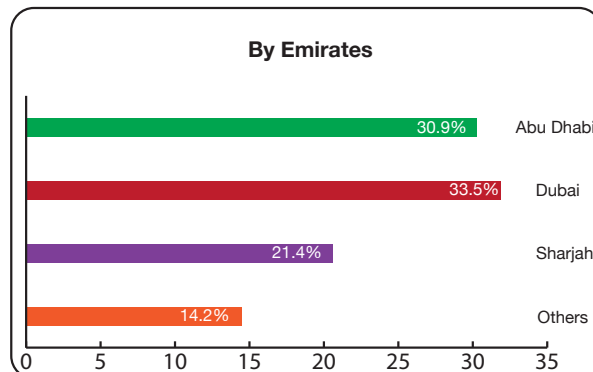
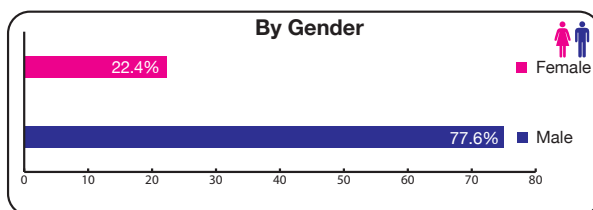
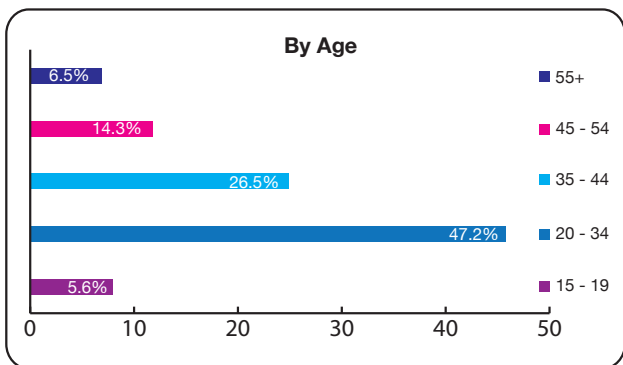


\*Based on (IPSOS - STAT) study of publication in UAE for 2018





# Readership





## Circulation

### Average Circulation 2019

#### United Arab Emirates

| No. | City           | Copies         |
|-----|----------------|----------------|
| 1   | Abu Dhabi      | 30,564         |
| 2   | Al Ain         | 6,841          |
| 3   | Dubai          | 34,860         |
| 4   | Sharjah        | 15,646         |
| 5   | Ajman          | 4,090          |
| 6   | Umm Al Quwain  | 1,583          |
| 7   | Ras Al Khaimah | 5,831          |
| 8   | Fujairah       | 6,851          |
|     | <b>Total</b>   | <b>106,266</b> |

#### Overseas

| No. | Country      | Copies        |
|-----|--------------|---------------|
| 1   | Bahrain      | 3,910         |
| 2   | Oman         | 4,080         |
| 3   | Saudi Arabia | 1,275         |
| 4   | Egypt        | 1,190         |
| 5   | England      | 680           |
| 6   | Kuwait       | 1,105         |
|     | Airline      | 2,635         |
|     | <b>Total</b> | <b>14,875</b> |

**Grand Total (UAE, Overseas & Airline)**

**121,141**

## Advertising Rates

#### Al Khaleej Main Section

| Page               | Rate cm/col (AED) |
|--------------------|-------------------|
| Front page         | 300               |
| Back page          | 220               |
| Page 3             | 140               |
| Page 2             | 120               |
| Page 5             | 120               |
| Inside Color Pages | 90                |
| Inside (B/W)       | 80                |

#### Business / Sports

| Page               | Rate cm/col (AED) |
|--------------------|-------------------|
| Front page         | 120               |
| Page 2             | 85                |
| Page 3             | 85                |
| Inside page (B/W)  | 75                |
| Inside Color Pages | 80                |
| Back page          | 100               |

#### Ear Panels

| Position               | B/W (AED) | Color (AED) |
|------------------------|-----------|-------------|
| Front Main Section - 1 | 2800      | 3300        |
| Back Main Section - 1  | 2000      | 2500        |
| Front Main Section - 2 | 1200      | 1800        |
| Back Main Section - 2  | 1100      | 1500        |
| Front - Business       | 1200      | 1800        |
| Front - Sport          | 1200      | 1800        |

5% VAT will be implemented on all booking orders



|                                     |   |
|-------------------------------------|---|
| <b>Color Loading Charge</b>         | Front & Back pages (Main Section - 1) :<br>20% extra, minimum charge of AED 3000/-<br>All Other color pages 40% extra, minimum charges Dhs. 2000/-                              |
| <b>Classifieds Section</b>          | Dhs. 40/- per (col/cm) sizes up to maximum 40cc.<br>25 % extra for Colour loading.<br>Lineage Advertisements Dhs. 3/- per word<br>(minimum charges Dhs. 15/- per Advertisement) |
| <b>Fixed Advertisement Position</b> | 20 % extra loading for any specified page position (left - right),<br>or Advertisement position<br>20% extra on advertising rates for advertorials.                             |

### Special Operations Mechanical Data & Distribution Net Rates

#### Loose Inserts Net Rates (AED)

| Size | One Sheet |           | Two Sheet |           | Four Sheet |           | Eight Sheet |           |
|------|-----------|-----------|-----------|-----------|------------|-----------|-------------|-----------|
|      | Full run  | Split run | Full run  | Split run | Full run   | Split run | Full run    | Split run |
| A3   | 0.70      | 0.80      | 0.90      | 1.00      | 1.00       | 1.20      | 1.50        | 1.70      |
| A4   | 0.40      | 0.50      | 0.70      | 0.80      | 0.90       | 1.00      | 1.00        | 1.50      |
| A5   | 0.30      | 0.40      | 0.40      | 0.50      | 0.70       | 0.80      | 0.90        | 1.00      |

#### Belly Bands

| Height | Net Rates (AED) |           |
|--------|-----------------|-----------|
|        | Full run        | Split run |
| 10 cm  | 1.00/-          | 1.20/-    |
| 12 cm  | 1.20/-          | 1.40/-    |
| 15 cm  | 1.50/-          | 1.70/-    |

#### Inserts

|          | Net Rates (AED) |           |
|----------|-----------------|-----------|
|          | Full run        | Split run |
| Sticker  | 0.50/-          | 0.70/-    |
| CD       | 1.50/-          | 1.70/-    |
| Poly Bag | 0.50/-          | 0.70/-    |
| Envelop  | 2.00/-          | 2.50/-    |

*\* Deadlines: Front & Back 15 days. Main & Inside 7 days  
Cancellation fees: 10% of the net amount all above rates are per col/cm in U.A.E. Dirhams*

### MECHANICAL DATA

#### Al Khaleej

##### Standard Size

|               |         |   |         |
|---------------|---------|---|---------|
| Full Page:    | 54 cm   | x | 8 Cols  |
| Half Page:    | 26.5 cm | x | 8 Cols  |
| Quarter Page: | 26.5 cm | x | 4 Cols  |
| 1/8 Page:     | 17.5 cm | x | 3 Cols  |
| Center DPS:   | 54 cm   | x | 63.5 cm |

##### Material Specification

Recommended Format:  
Pdf, Ai, Psd, Tiff, Jpg  
N.A.: All Fonts are to be converted into  
curves & Paths

##### Mechanical Data

Column Width: 3.4 cm  
Space Between columns: 0.5 cm  
Columns Per Page: 8 cols  
Gutter Size: 1 cm equal from all edges.





## Magazines issued by Dar Al Khaleej

### ADVERTISING RATES



Al Shuruq Magazine

| Circulation Within The UAE |               | Circulation in The GCC |              | Advertising Rates  |        |
|----------------------------|---------------|------------------------|--------------|--------------------|--------|
| Area                       | Circulation   | Area                   | Circulation  | Positions          | AED    |
| Abu Dhabi                  | 5,411         | Saudi Arabia           | 1,000        | Outside Back Cover | 15,000 |
| Dubai                      | 3,736         | Kuwait                 | 750          | Inside Front Cover | 13,000 |
| Sharjah                    | 2,122         | Bahrain                | 500          | Inside Back Cover  | 11,000 |
| Ajman                      | 886           | Qatar                  | 500          | Full Page          | 8,000  |
| Ras Al Khaimah             | 950           | Oman                   | 500          | Double Page Spread | 16,000 |
| Fujairah                   | 1,255         | Complimentary          | 290          | Half Page          | 4,500  |
| Total                      | <b>14,360</b> | Others                 | 600          |                    |        |
|                            |               | Total                  | <b>4,140</b> |                    |        |



Al Azkia Magazine

| Advertising Rate Card (Gross Rates) |        |          |          |          |          |
|-------------------------------------|--------|----------|----------|----------|----------|
|                                     |        | 1 X      | 3 X      | 6 X      | 12 X     |
| Full Page                           | Colour | 4,000,00 | 3,600,00 | 3,200,00 | 2,800,00 |
|                                     | B & W  | 3,000,00 | 2,700,00 | 2,400,00 | 2,100,00 |
| Half Page                           | Colour | 2,250,00 | 2,025,00 | 1,800,00 | 1,575,00 |
|                                     | B & W  | 1,750,00 | 1,575,00 | 1,400,00 | 1,225,00 |
| Quarter Page                        | Colour | 1,500,00 | 1,350,00 | 1,200,00 | 1,050,00 |
|                                     | B & W  | 1,000,00 | 900,00   | 800,00   | 700,00   |

| Technical          |                 |                      |   |
|--------------------|-----------------|----------------------|---|
| Print Area         | 250 mm x 180 mm | Trim Size            | 270 mm x 205 mm                           |
| Half Page Vertical | 230 mm x 85 mm  | Half Page Horizontal | 115 mm x 175 mm                           |
|                    |                 | Bleed Size           | 276 mm x 216 mm                           |
|                    |                 |                      | Material Format: PDF, TIFF, EPS (on a CD) |



Al Eqtisadi Magazine

| Rate Card (AED)           |        | Rate Card (AED)    |        | Circulation    |        |
|---------------------------|--------|--------------------|--------|----------------|--------|
| Premium Positions         | Cost   | Premium Positions  | Cost   |                |        |
| Full Page ( 1st 18 pages) | 18,500 | Half Page          | 11,000 | Dubai          | 2,873  |
| Facing Index              | 22,000 | Double Half Page   | 18,500 | Sharjah        | 1,176  |
| 1st Double                | 51,500 | Outside Back Cover | 40,500 | Ajman          | 381    |
| 2nd Double                | 44,000 | Inside Front Cover | 25,500 | Ras Al Khaimah | 456    |
| Inside DP.                | 33,000 | Inside Back Cover  | 24,000 | Fujairah       | 380    |
|                           |        |                    |        | Abu Dhabi      | 1,838  |
|                           |        |                    |        | Oman           | 1,000  |
|                           |        |                    |        | Complimentary  | 2,250  |
|                           |        |                    |        | Others         | 646    |
|                           |        |                    |        | Total          | 11,000 |

| Technical  |                 |            |                 |
|------------|-----------------|------------|-----------------|
| Print Area | 245 mm x 185 mm | Trim Size  | 280 mm x 220 mm |
|            |                 | Bleed Size | 286 mm x 226 mm |



## Newspapers & Magazines...



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|------------------|-------------------|-------------------|
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| Administration   | T. +971 6 5777777 | F. +971 6 5777336 |
| Adv. & Marketing | T. +971 6 5777888 | F. +971 6 5777655 |
| Finance          | T. +971 6 5777442 | F. +971 6 5777660 |
| Circulation      | T. +971 6 5777444 | F. +971 6 5777642 |
| Commercial Press | T. +971 6 5777777 | F. +971 6 5777498 |

### UAE OFFICE:

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Advertising Fax: +971 2 6426228, Circulation Fax: +9712 6424666

|           |                    |                     |
|-----------|--------------------|---------------------|
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| AL AIN:   | T.: +971 3 7656796 | Fax: +971 3 7656673 |



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